

# MARKETING ONLINE CRASH COURSE

*Your crash course to time saving tips;  
marketing must haves and pitfalls to success!*



<http://www.marketingonlinecrashcourse.com>

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The articles listed below; including the **FREE BONUS EBOOK** "[The Science of Getting Rich](#)" are YOUR crash course in owning and operating a successful online business. If you follow the guidelines listed below and do not waiver in your pursuit of success you will NOT fail!

Read on to get started on your way to online success...

Sincerely,

***Sharifah Hardie***

## **The Barter System - Overlooked and Underrated**

The barter system is one of the most overlooked and underrated forms of site promotion available today. Bartering is one of the fastest ways to increase your traffic almost overnight. I am not referring to bogus traffic that looks great on your web site statistics but doesn't actually return any orders, subscribers or anything of use. I mean actual legitimate traffic that will increase your exposure and sales.

For the purpose of this article we are referring to the barter system as an agreement between business owners to give something in exchange for receiving something else. For example: One business owner may sell eBook creation software and another may own a start page exchange. Now you may think these businesses are so vast and so different they have nothing in common. However, in taking a closer look we see they have a very important element in common; they are both in need of exposure. What business isn't? From the Microsoft's or McDonald's of the world to the small Mom and Pop stores, exposure is the difference between success and failure.

There are many business owners who are adamantly against bartering. They will tell you that it's a waste of time. These are the business owners who already make enough money, don't need any more traffic and aren't willing to work together in order to get

ahead. If these things apply to you stop reading now. However, if you want to increase the amount of money you're currently making, increase your traffic and wouldn't mind helping someone else out in order to improve your own status, bartering is definitely the way to go.

What are the benefits of bartering?

- No out of pocket cost to you;
- Increased exposure;
- Increased name recognition;
- Increased name recognition by association.

What do we mean by increased name recognition and increased name recognition by association? Once you barter with a high profile business your name is going to be seen more, remembered more and as a result recognized more by your target audience. The key to effective bartering is bartering with a company that is comparable with yours. If you own a shoe store bartering or doing a joint venture with a sock store would be the ultimate barter. You would recommend the sock store's services in return for them recommending yours. I mean after all if you need socks, you're going to need shoes. A Win/Win situation for everyone involved.

You also have increased name recognition by association because as the sock store is recommending your services the customers

realize that if the sock store is willing to associate with your company you must be a wonderful company. Here's another example. You have two newsletters with 5,000 subscribers each. Each newsletter agrees to barter with the other newsletter by sending an email to their subscriber list recommending the other newsletter. Each newsletter would send out an email stating, "If you love our XYZ newsletter, you're going to love this newsletter full of Visit this address to subscribe." It's that simple; now both newsletters have increased their subscriber list almost instantly and the subscribers of each newsletter now have more useful information than before. Again, a Win/Win situation for everyone involved.

Now we know you're asking; "How do I find business owners willing to barter with me?"

A few suggestions:

- Contact business owners you are already in contact with, your current pool think of business types that are comparable to yours and search for them in a search engine such as Google. Then visit the web site and contact the web site owner with an offer. Be very careful to make the offer personalized and specific to them. You don't want to be accused of spam;
- List on your web site you're interested in barterers.

All of these techniques and more will work tremendously well if you keep in mind that every business owner is just like you in that they are looking to expand their exposure. If you can answer the all time, number one, most important question for a business owner, “What’s in it for me?” the likelihood of the business owner agreeing to barter with you increases tremendously. What do you have to lose but a little time and effort? The yes’s you receive will be worth the no’s. Just keep it up and remember those yes’s are exposure you would not have had. So get out there and ask for it.

## **Nine Successful Online Business Must Haves**

- 1.) Products & Services** – Your products and services must be quality products that you would be proud to offer your Mom. There's nothing worse than providing a shoddy product that you as the owner wouldn't even purchase. Your product represents you and your business. There are millions of whole sale companies and quality products to resell or create your own. Do not settle for less than the best!
  
- 2.) Web Site** – Your web site also represents you and your business. If you have very little web site design experience consider hiring a professional web site designer. There are many excellent web site designers who offer reasonable rates and quality services. Spending the money for web site design will save you time and frustration down the line as you pour advertising money into your business only for your potential customers to come to your web site and turn away because of the unprofessional appearance. Keep that in mind before using a free hosting company. If you can't afford roughly \$6.00 a month for hosting exactly how good is your business doing? Image is everything.
  
- 3.) Newsletter** – Every online business must offer either a newsletter or mailing list that gives the owner an

opportunity to follow up with its customers. Newsletters also serve the purpose of announcing specials, updates and important news. Newsletters also can provide additional income by selling ad space.

- 4.) Stickiness** – This is a MUST have that many, many online business owners do not fully utilize. You must offer ways for your customers to “stick” to your web site. Examples of fun sticky offers are contests, games, downloads, tell a friend offers, etc. Give your customers a reason to come back and they will time and again.
- 5.) Signature Line** – As business owners we receive countless emails per day. We also send countless emails per day. It’s so easy and it only takes a few minutes to add a brief, catchy signature line at the bottom of outgoing emails. The email recipient will not be able to resist clicking on your web site URL just to see what your business is all about.
- 6.) Offline Marketing** – Do not be fooled into thinking that just because you’re an online business you cannot advertise offline. By displaying your URL on promotional flyers, license plate frames, your URL posted on your vehicle, newspaper advertising, mass mailings and benches you’ll further increase your exposure. You name it you can promote your business through it.

- 7.) Articles** – Everyone's an expert on something. If you're a business owner than it would stand to reason that you are an expert in your business. You can write articles with a brief resource box at the bottom informing others as to how to have a business like yours of their own, how to find items like yours, how you do the services you do, whatever it is there are articles about it. The more you become known as an expert in your field your recognition will grow and as a result increase your business.
- 8.) Affiliate Program** – Ask yourself this question; is it better to spend hundreds of dollars to marketing your business yourself or have others to market your business for you? We all know the answer to this question is to hire others to market for us. By recruiting affiliates you have more people working hard to promote your business, drive traffic to your site, increase your exposure and make more money for you and your affiliates. Five, ten, fifty or even hundreds of affiliates can do so much more work than you can ever do alone.
- 9.) Specials** – Specials should be offered often and generously. If you launch your business offer a special, if you update your web site offer a special, if you overloaded with inventory offer a special, if the sun is shining today offer a

special. Your customers love to save money, give them the chance.

Remember, you are ultimately responsible for your success or failure. Not your competition; not the President or the economy; but YOU! With hard work and quality services at the best prices you're success is inevitable.

## **Winning the Search Engine Game**

Many search engine submission services want to make you believe that they have the only answer to search engine optimization.

The search engine game, like any other game, is easy to play and win once you know the rules of the game. Search engines are constantly changing and being updated as more and more people learn the tricks to better search engine results.

Today we'll teach you how to get better search engine results with very little effort on your part.

One of the main things the search engines look for is links from other sites to your site. The search engine logic has been that the more sites and site owners that link to you the better your site must be. This is obvious when we think of major sites such as Microsoft who have thousands of sites linking to it.

### **How do you increase links to your web site?**

There are many options that will increase links to your site. Exchanging links with other web site owners, offering an affiliate program or creating an award program are a few excellent ways to increase links to your web site. With other site owners linking to you, your search engine results will continue to increase.

Now let's discuss keywords. Many people do not understand the importance of key words and how to correctly use them. The search engines do not take kindly to web sites who have randomly added keywords that have absolutely no relevance to the web sites content.

If you are going to use a keyword make sure that keyword appears on your web page. The more times the keyword appears on your page the higher your results.

However, again search engines do not take kindly to keywords that just "appear" on your page without any relevance to the page. Try and incorporate as many relevant keywords into your actual page as possible. Also don't forget phrases, if you're going to use site, as a keyword use website and web site as well, people will search for different variations of words.

Remember, if you want to increase your search engine results increase the number of sites that link back to you and include a select amount of relative keywords to your site and you'll see your search engine results and hits continue to grow.

## **Is Your Business Failing Because of You?**

Friend, is your business failing because of you?

I ask that not to get you to buy something, to sign up for anything or for you to produce all of the many reasons why your business actually is a success. I ask the question so that you will ask yourself, is there more that I can do to make my business a success?

How many times do we sit back and wait for traffic to come to us? How many times do we surf a couple of sites, place a few ads in a couple of ezines and then wait for the orders to start piling in? Then we wait and we wait and we wait and somehow they never do.

Why don't the orders come piling in? Because success is not a sit back and wait type of deal. Any person who has become even moderately successful has had to go out and create their success, create their dreams and to make money. That's exactly why it's called making money and not receiving money; it takes a lot of hard work.

So Friend I ask you again, is your business failing because of you? Of course, you don't have to answer me, but just think about the time and energy that you put into your business, as opposed to what you expect to receive out of your business. We all seem to be

looking for full time benefits, on a part time effort. So what do you do? Go out and beat the bushes as I like to call it. You can always do the tried and true but develop your own niche.

Networking is an often underutilized marketing tool. I'm sure if you're reading this article right now then you are subscribed to at least 50 ezines. Let's say each ezine has a mere 500 subscribers each, right there that's 25,000 people.

Yes, I know, you've sent in your ad, you've even paid for a top sponsor spot and you're not getting the results that you want so you're giving up. Well, don't give up just yet. If you believe in your dream and in your business, you have to convince others that your business is worth believing in too. Contact the ezine owners, explain to them who you are, what your opportunity is and (oooh, here's the exciting part) what you can do for them.

Most ezine owners are so busy just trying to find content to fill up their ezines they would be extremely willing to give you an extra push, especially if you can provide some sort of discount or benefit to their subscribers. Remember, what you learned at a very young age, it's not what you know, but who you know! That rule of thumb still applies in the real world.

Aside from ezines, there are literally unlimited places that you can go to network with other business owners. Join a few business

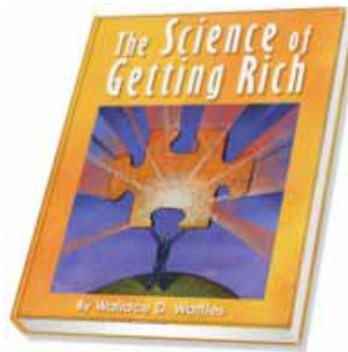
or small business directories, contact sites that offer a complimentary item. For instance, if you are a gift shop, go out and find a florist that might consider doing a partnership with you. Both items, compliment each other, yet are not in direct competition with each other.

Consider a thank you page exchange. Once a subscriber has subscribed to your website have an additional link saying, "Thank you for subscribing to Xchange It Network Ezine, we thought you might also enjoy "Other Ezine Name Here." If so enter your email address here....."

There are so many things that can be done that won't cost you a cent. So, have you answered the question yet? Is your business failing because of you? If so, I leave you with these words.....

**GET OUT THERE AND BEAT THOSE BUSHES!!!**

## The Science of Getting Rich



Hello, my name is Sharifah Hardie and I have just made it MY mission in life to help **YOU** change your life. Did you recognize my name? Don't know where you heard it? Most likely from one of my many websites, articles, business ventures or even from my brief acting career. I've had an online presence since my first website in 1997.

If you do a [Google](#) search for my name you'd find pages and pages of my articles, sites, testimonials and experiences and the one thing you'd learn is that all of the programs you're trying now I've tried. So I want to try and save you some time and money. I have published such articles as:

- The Barter System - Overlooked and Underrated;
- 9 Successful online Business Must Haves;
- Is Your Business Failing Because Of You?

These articles are still being read. They are still available on many of your top websites including: [SiteProNews.com](http://SiteProNews.com), [Alumbo.com](http://Alumbo.com), and [WomensBizNews.com](http://WomensBizNews.com)

Now that I've given you my background let me tell you what happened to me. After creating yet another website and receiving what many people would consider some level of success I realized that the hundreds of dollars per month, I was making from my home based sites was not making me happy. Yes, I said hundreds of dollars. So I decided to sell two of my websites receiving thousands of dollars; yes, I said thousands of dollars.

How many people you know would have just been happy with the hundreds of dollars per month and the thousands of dollars in the bank from the sale of the sites? But not me, I knew there had to be something more out there. So I took some time off, rested, relaxed, concentrated on raising my children and contemplated my next move.

Finally, a friend of mine gave me an incredible eBook, "[The Science of Getting Rich](#)." When I read it and actually began to practice the principles in the book my life immediately changed. I was invited to assist in starting a company with three other people. That company has become amazingly successful and with the package the company setup for me I will retire by 40. I now live a life I was sure all of my business ventures would bring me!

In fulfillment of my life long dream of being a motivational speaker I am able to motivate others to change their lives and I want to do the same for you. It's no accident you've come across this article now. You can change your life using the principles I learned in *The Science of Getting Rich*. I invite you to download this FREE eBook in return for two things:

1. When you read the book and your life changes (and it will) that you email me and tell me your story. I just LOVE to hear success stories;
2. That you pay it forward and send everyone you know the link to the eBook. That's it! I can't wait to hear from you!

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